DOCUMENT RESUME

ED 129 277 IR 004 060

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TITLE "Making Cable Work" Project; Evaluation Report.

INSTITUTION Connecticut Univ., Storrs. Inst. of Public Service.

SPONS AGENCY Connecticut Commission for Higher Education, Hartford.
PUB DATE May 76
NOTE 41p.; For related documents see IR 004 059-061

EDRS PRICE MF-$0.83 HC-$2.06 Plus Postage.
DESCRIPTORS *Cable Television; Citizen Participation; *Conferences; Information Dissemination; *Participant Satisfaction; Program Effectiveness; *Program Evaluation; Questionnaires; Statewide Planning; Surveys; Workshops
IDENTIFIERS *Connecticut; *Making Cable Work Project

ABSTRACT

To evaluate the effectiveness of local advisory council involvement in the Making Cable Work project, two questionnaires were employed. The first was distributed to all local advisory council members to collect factual and attitudinal information which facilitated a subsequent set of workshops. Workshop content areas included: (1) public access; (2) government access channels; (3) educational and informational uses of cable television; and (4) two-way interactive communications. Workshop participants completed evaluation questionnaires. This report summarizes the results of the evaluations, including copies of the survey instruments, summary tables, and interpretive explanations. (EMH)

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INSTITUTE OF PUBLIC SERVICE
THE UNIVERSITY OF CONNECTICUT
STORRS, CONNECTICUT

ED129277

"MAKING CABLE WORK" PROJECT*
EVALUATION REPORT

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May 17, 1976

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IR004060

*This survey was partially financed by a grant from the Commission for Higher Education, State of Connecticut, under Program IMPACT, College Community Service Programs, Title I of Higher Education Act of 1965.

"MAKING CABLE WORK" PROJECT EVALUATION REPORT

INTRODUCTION

This is a program evaluation report of the "Making Cable Work" project that was conducted by the Institute of Public Service. It is essentially a sketch of the behavior of the local advisory councils and the effectiveness of the MCW project in helping to prepare the council members for their roles. The report is based on survey research conducted during 1975 and 1976.

The study of cable television advisory councils' activities and developmental needs is almost nonexistent, therefore, this report is explanatory and descriptive. The intention is not to develop a model of LAC behavior or even to explain existing LAC activities within an optional theoretical frame of reference. The report has two objectives. The first is to access LAC activities and council related informational needs. This provides an emperical basis for subsequent analysis directed toward improved efficiency of LAC and ultimately increased public use of cable access channels. The second is to provide an evaluation of the nature and effectiveness of the "Making Cable Work" project--the influence it had on LAC development of activity and level of awareness of CATV related issues.

OVERVIEW OF EVALUATION PROCESS

The evaluation of the "Making Cable Work" project was determined via a series of self-administered questionnaires. Two series of questionnaires were employed: (1) general local advisory council membership survey and (2) specific workshop participant evaluation surveys. The first survey was administered to the entire known population of local advisory council members as defined by the LAC membership list of the PUCA. This was completed during the initial stage of the MCW project. The forty-one question items in the survey requested the respondents to provide factual and attitudinal information concerning council activities.

Also requested were current levels of awareness of issues, knowledge and skills necessary for the accomplishment of council related goals. (See Appendix A for survey instrument). The results of the first general membership survey determined the content of the topic areas for the subsequent series of workshops produced by MCW. The content areas included: 1) public access, 2) government access channels, 3) educational and informal uses of cable and 4) two-way interactive tele-communications technology. Cable programming case study workshops were developed for each of the four topic areas. The workshop participants were requested to complete evaluation questionnaires. Information exchange, utility, quality and format of the workshop presentations were evaluated. The workshop surveys provided a measure of MCW effectiveness in preparing the participants to be better informed of the cable related topic areas. An educational conference entitled "Public Use of Public Channels" was held September 27, 1975 at CPTV, Hartford. This introduced many naive LAC members to current issues and problems associated with cable television and its potential. A participant evaluation survey was administered.

A final survey questionnaire was distributed to a sub-population of local advisory council members who had attended at least 50% of the workshops and had responded to previous questionnaires. This allowed active members to evaluate the entire MCW project as to how well it satisfied their council related needs. The survey also provided a self-evaluation by the respondent of LAC activity, effectiveness and community interest.

Descriptive statistics were computed for each survey question. Frequency, percentage and modal class response to each question were published in a series of supplemental reports after the analysis of each questionnaire.

The results of the two general LAC membership surveys and the specific workshop questionnaire were analyzed to provide the final evaluation of the MCW project.

WORKSHOP FORMAT

The workshops were designed to provide a cross-section of opinion concerning

the presented topic area. Individual lectures and panel discussions were utilized. Participants were encouraged to ask questions and join the discussions. Appendix B contains a listing of the program outlines for each of the four workshops. The stated topic of the workshops was judged by the steering committee to be adequately presented to the participants. An informal random sampling of the participants also supported this conclusion. There were some problems occasionally. The stated topic of the workshop was sometimes modified or disregarded by the lecturers or panel presentation members.

The topic was also occasionally approached in a very general nature without specific guidelines. While the panel members were told to confine their discussions to the stated topic area, it was impossible to assure that this would be the case. The guest speaker sometimes presented the proposed topic area in a fragmented abstract manner that did not provide the participant with a coherent perspective of the issues involved. Again, the above-mentioned anomalies were the exception--the majority of the presentations were highly stimulating and informative.

MEASURING INSTRUMENTS

The survey employed a series of self-administered questionnaires. The original LAC membership survey questionnaire contained forty-one pre-coded questions to which a three to five internal answer scale was applied. The two LAC membership surveys were mailed to the council members.

The workshop evaluation questionnaires were of similar format and construction. They were distributed at the close of each workshop and either collected upon completion or returned by mail to the Institute of Public Service. A two to three week period, depending on sample size, was allowed before tabulation began to allow for the return of late questionnaires.

The pre-coded responses were keypunched on to cards and the statistical analysis was obtained by using the Statistical Package for the Social Science (SASS)

computer programs. The specific sub-outlines utilized included: subprogram cross-tabs, subprogram frequencies, subprogram breakdown and subprogram person correlation. Descriptive statistics were generated for each item, specific cross-tabulations of items were also produced with their corresponding measures of association and statistical significance.

PARTICIPANTS

The demographic characteristics of all of the respondents are included in the summary statements of each of the surveys that are located in Appendix A of this report. The characteristics include sex, age, occupation and LAC membership.

The majority of the participants had occupations that were associated with education. In the original surveys the area of education was represented by the following subgroups: School Administrator, 11.7%; College Educator, 7.8%; School Educator, 13.7%; Audio Visual, 9% and Librarian, 9.8%. (See Summary Statement in Appendix A.) The final survey also included a majority of Educators. School Administrators, 3%; College Educator, 9%; School Educator, 9%, Audio Visual, 24.2% and Librarians, 18.1%. The age groups extended over a range of 25 to 65 years old. In the original survey the model age group was 40-45 years. In the final survey, it was 50-55 years. (See Appendix A.) In terms of sex, 72.5% of the original survey group was male, 23.5%, female and 4.0% did not list. The final survey was more evenly balanced with 51.5% male, 45.5% female and 3.0% not listed.

The number of participants who were council members for all of the project workshops showed good attendance. All of the original direct mail survey population were members of LAC's except for a few municipal officials who were also polled. The workshops were open to the general public, so a greater mix of people attended. Table 3 (See Appendix B) indicates the proportion of members to non-members who attended the workshops.

Council size seemed to have an effect on how the council perceived its effectiveness. As the group size increased, it appears that the total effectiveness

was rated lower. This is consistent with the finding that only a small percentage of the council members appear to be active and well informed. Large groups require more resources to function efficiently and few councils have any funding that they can rely on. See Table 5 (Appendix B).

PROGRAM EFFECTIVENESS: ANALYSIS OF FINAL SURVEY

The public was informed about the topic and location of the workshops by workshop mailing and the IPS LOCAL GOVERNMENT NEWSLETTER. Other informal channels, such as friends and co-workers, also spread the word. Some participants hoped for better publicity of future workshops.

The participants were asked to respond to a series of twenty questions that were related to the influence they perceived the MCW project workshops had on them. Of the 33 respondents who returned the questionnaire, about 20% did not complete these questions, 60.6% of the respondents rated the overall utility of the project workshops to be extremely or very useful. Thirty-three percent reported the workshops as fairly useful. The workshops were successful in providing usable information to the participants. Each of the evaluations of the individual workshop surveys also indicated that the majority of the participants found the topic areas useful. Table I provides a comparison of the responses across all of the workshops. (See Appendix B.)

The participants who were dissatisfied with the workshops cited logistic problems, such as room being too crowded or warm, lectures too long or a late start. These were mainly inconveniences that were independent of the topic area of the discussions and did not reflect the usefulness of the workshop.

Table 2 indicates how the participants of the four individual workshops rated the overall utility of the MCW program. In each group the majority of the respondents felt that the entire project was "very useful." This seems to show that all of the workshops were felt to be of value by those who returned the questionnaires. (See Appendix B.)

Those respondents who answered Question 2 of the Final survey indicated that the MCW project had some degree of influence on the LAC's. The modal response answers are reported for the following responses. (See Appendix B for exact percentages.) Internal organization of the local advisory council was reported to have undergone "some" improvement. The relationship between the community and the council has also undergone some improvement. Respondents' modal response to the following areas of influence was "some improvement":

1. Relationship between local cable operators and the councils
2. Council membership awareness of CATV rules and regulations
3. Awareness of CATV hardware and technology
4. Community awareness of CATV and its potential
5. Knowledge of program production methods
6. Awareness of educational and instructional programming
7. Development of educational programming
8. An improvement in overall effectiveness of LAC

The areas that the respondents rated as not being affected by the MCW project were evaluated as "little or no" improvement. These included:

1. Contact with local ethnic resource groups
2. Development of a LAC public information campaign
3. Development of working relationships with other LAC's
4. Community Awareness of programming sources
5. Development of government access programming
6. An increase in the number of community access users
7. Improved funding methods adopted by LAC's
8. No significant improvement was noted in the relationship between community and LAC's.

The survey indicated that 27.3% of council members consider their council to be fairly active. It appears that the majority of the councils are basically inactive--15.2% said their council showed little activity, 15.2% said no activity

at all, 9% replied, "Don't know, never contacted," and 18.2% did not reply. There appears to be two subgroups--one core group that is active and well informed of cable related issues and a larger outer group that is not organized and less informed of cable related issues. This could be improved by further workshops and conferences. The less informed councils' members are eager to develop their activities and potential.

The participants were asked if they discussed the information and/or activities that they learned about at the "Making Cable Work" conference and workshops with other members of their LAC who did not attend the meetings. The modal response was usually 33.3%; a significant minority, 24.2%, indicates that they always reported the workshop functions to other members of their council. This is a strong indication that the information was being disseminated to more people than those who actually attended. One of the goals of the project was to have at least one member of each LAC attend all of the workshops. This representative could act as an information agent and spread useful ideas back in his own respective community. This approach appears to have been successful. (See Table 4. Appendix B.)

The following table indicates how the participants rated the influence of the MCW projects in the following areas. (See Tables 6, 7, 8. Appendix B.)

RECOMMENDATIONS FOR MCW WORKSHOPS

The initial general LAC membership survey provided a guide to the selection of workshop topic areas. The following list of proposals was presented to the Steering Committee:

- Provide the participants with general and specific information as to the nature and functions of the hardware associated with CATV distribution, cable systems, video program production equipment and head end facilities.
- Define the potential of government access channels. Provide the participants with case study examples that will expose them to the problems associated with this type of programming.
- Stress the service that CATV can offer via community access channels. Many council members are only vaguely aware of this potential. Very few community and public interest groups in the franchise areas are

aware of the possibility of creating their own cablecast programming. Potential community users should be informed and encouraged to use cable to promote their ideas. The establishment of a local cable information agent in the franchise areas would facilitate the public use of cable and provide a valuable community information resource.

- Indicate successful methods of funding council related activities. Without money the councils' hands are tied.

- Suggest that a formal system of communications be developed among the LAC's throughout the State. An increase in both formal and informal communications will increase unity and efficiency of councils. Current information and affairs pertinent to LAC decisions should be widely distributed via newsletters, regional meetings, handbooks and exchange speakers.

- Provide an update of local and federal regulations and rulings pertinent to the topic area being covered by the workshop.

  Communications technology is constantly expanding. Many expensive current innovations will be economically feasible in the future. These technicological advances must be considered now so that present decisions do not inhibit future expansion of cable systems. Improvements such as two-way cable services, shopping via cable, voting, mail, facsimile, medical services and other "blue sky" suggestions must be investigated. The workshops should provide realistic perspectives on the blue sky innovations. Feasibility and limiting factors should be emphasized.

- Provide participants with an annotated bibliography of cable related resource materials, such as journal articles, newspapers, trade publications, books, resource people, cable related organizations, public interest groups and government offices.

- Develop a workshop stressing educational and informational uses of cable. How cable can be utilized in the school systems.

The majority of the respondents indicated that the workshops should provide factual "how to" information. Conceptual and theoretical overview of the issues involved with CATV is necessary, but the participants want nuts and bolts information that will provide them with instructions as to how to develop specific skills and/or programs that will be relevant to their needs. The LAC's appear to still be in an early development stage. The workshops should be structured to help them define their role in the community.

AREAS FOR FURTHER EXPLORATION

This report is simply a beginning description of the developing role of the local advisory councils in the State of Connecticut. In order to insure that public access channels on CATV will properly serve the public with programming to meet all public interests possible, a great amount of organization has to be accomplished. The MCW project has been a cohesive force which has brought together LAC members and interested citizens. It has been a source of first awareness for many about the issues related to CATV. As indicated by this report, the project has proven useful in generating greater public concern and interest. This must be further developed and channeled in order to develop the LAC system into a viable force that has impact on the development of cable. When the participants were asked if additional cable television workshops and conferences should be organized in Connecticut, an overwhelming majority of those who answered the question (87.1%) felt that they were necessary. There is clearly a need for a continued information program. The topic areas of the workshops should reflect the current needs of the councils. Topic areas already suggested by LAC members for future workshops include organizing a program to inform the State legislature of CATV related issues, the development of a state-wide public awareness media program and the involvement of regional school systems in cable network.

Robert A. Baukus
Special Research Technician
5/17/76

"MAKING CABLE WORK" PROJECT EVALUATION REPORT

APPENDIX A

Survey Instruments

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Absolute Frequency response, percentage and model class response are reported for each survey item. A representative sample of open ended question responses are also reported.

Summary statement of the Original Local Advisory Council Membership Survey as made available on 10/24/75 is also provided.

"MAKING CABLE WORK"

Local Advisory Council Questionnaire

Instructions

Unless other answer alternatives are presented, please answer the following questions with one of the following answers which best describes your councils activities. Put the number which corresponds to the best answer in the space to the right of the question number.

If you feel the best answer is:

YES .....put a 1
CURRENTLY UNDERWAY .....put a 2
PLAN TO .....put a 3
UNCERTAIN AT THIS TIME ...put a 4
NOT LIKELY .....put a 5

---

1. ____ Has your local advisory council developed a public information campaign to increase citizen awareness of public access and its potential programming possibilities?
2. ____ Has your council established contact with existing local cable information centers?
3. ____ Have you had the opportunity to contact local institutions such as universities or television stations already familiar with video production?
4. ____ Has your council compiled a list of possible programming alternatives to give community groups a general idea of what can be accomplished?
5. ____ Have you contacted local ethnic resource groups to advise them about use of CATV?
6. ____ Do you feel there is interest in your community for the production of cultural and historical video tapes for cablecasting? PLEASE CIRCLE THE BEST ANSWER - A. Great interest B. Fair interest C. Little interest, D. Uncertain E. No interest.
7. ____ How many community organizations have actually produced cable programming in your franchise area? PLEASE CIRCLE THE BEST ANSWER. A. One or less, B. Two C. Three D. Four or more.
8. ____ Has your local advisory council acquired any pre-packaged programming for cablecasting from government agency sources? If yes, what agencies ____
   _____
9. ____ Has your council developed a document that specifies the programming needs of your community?
10. ____ Have you discussed programming needs with your local cable operator?
11. ____ Have you had the opportunity to familiarize yourself with the local operators franchise provisions?
12. ____ Which of the following alternatives best describes your current level of awareness of the federal and state regulations concerning cable television? PLEASE CIRCLE THE BEST ANSWER. A. Up to date knowledge B. Specific knowledge about a few rulings C. Have not had the opportunity to learn about cable regulation.
13. ____ Does your local advisory council keep track of the cable operators franchise specifications to insure that the provisions of the franchise are carried out?
14. ____ Has your local advisory council noted any franchise deficiency that should be corrected to benefit the community? If so, what is this deficiency _____
    _____
    _____

15. ____ Has your council established a relationship with state and local representatives concerning activities related to cable television?
16. ____ Have you filed any proposals concerning cable with the federal and state commissions involved with cable regulation? If yes, what commissions?

_____

_____

17. ____ What is the approximate number of contacts your council has with the operator of your local cable system? PLEASE CIRCLE THE BEST ANSWER. A. One contact or less per month. B. Two contacts per month. C. Three contacts per month. D. Four or more contacts per month.
18. ____ How often does your local advisory council hold formal meetings? PLEASE CIRCLE THE BEST ANSWER. A. One or less meetings per month. B. One every two months. C. One every three months. D. Two meetings per month. E. Other.
19. ____ Has your council established a subscriber complaint board to service dissatisfied cable customers?
20. ____ Do you feel that your council should have more authority? If yes, what form _____

_____

21. ____ Has your council adopted funding methods to support its activities? If yes, please explain _____

_____

THE FOLLOWING GROUP OF QUESTIONS CONCERN THE LOCAL EDUCATIONAL COMMUNITY AND ITS RELATION TO CABLE TELEVISION.

22. ____ Has the need for community video instruction been established?
23. ____ Does your school system have video equipment?
24. ____ Have you determined what additional equipment is necessary for video production?
25. ____ Do you know if trained personnel are available to operate and maintain the equipment?
26. ____ Have funding sources been established to support educational uses of cable in your community?
27. ____ Is the studio for public access programming located in the school? If not, where is it located _____
28. ____ What about government access? Is its studio in the same location? If not, where is it located?
29. ____ What do you think is the optimal time of day for cablecasting public access programming in your area? PLEASE CIRCLE THE BEST ANSWER -

A. 5:00 A.M. - 7:00 A.M. B. 7:00 A.M. - 9:00 A.M. C. 9:00 A.M. - 11:00 A.M.

D. 11:00 A.M. - 1:00 P.M. E. 1:00 P.M. - 3:00 P.M. F. 3:00 P.M. - 5:00 P.M.

G. 5:00 P.M. - 7:00 P.M. H. 7:00 P.M. - 9:00 P.M. I. 9:00 P.M. - 11:00 P.M.

J. 11:00 P.M. - 1:00 A.M.

30. ____ Is your council working with related ethnic community groups to explore the possibility of bilingual programming?

31. ____ Has your council received or developed educational programming for continuing (i.e. adult) education for cablecasting in your locality?

---

32. Do you feel that you are satisfied with your current level of awareness of the technology involved in a cable system. PLEASE CIRCLE THE BEST ANSWER. A. Expert knowledge. B. I feel I know enough about the technology. C. I know some, but I would like to learn more. D. I know little about cable technology and how it functions.

33. Which of the following technological innovations has your council appraised for potential value and implementation in your local cable system? PLEASE CIRCLE ALL THAT YOU HAVE CONSIDERED.

A. Two-way cable services B. Mail C. Facsimile D. Voting
E. Medical services. F. Shopping G. Fiber optics H. Pay TV
I. Other, please list _____

34. How frequently have the following programming topics been cablecast on your local system?

____Local sports
____Local government activities
____Adult education
____Consumer services
____Employment services
____Health care
____Arts and crafts
____Theater groups
____Public affairs
____Other, please list_____

---

35. How many members have been appointed to your local advisory council. PLEASE CIRCLE.

A) 5 or less B) 6-10 C) 11-15 D) 16-20 E) 21 or more

36. How would you rate your councils effectiveness. PLEASE CIRCLE.

A) Very Good B) Good C) Fair D) Poor

37. What is your sex? PLEASE CIRCLE - A) Male B) Female

38. What is your age? PLEASE CIRCLE - A. 25-30 yrs. B. 30-35 yrs.
C. 35-40 yrs. D. 40-45 yrs. E. 45-50 yrs. F. 50-55 yrs.
G. 55-60 yrs. H. 60-65 yrs. I. 65 and over.

39. What is your occupation? _____

40. Would you attend a conference designed for local advisory council members?
Yes _____ No _____.

41. Please check the following topic areas that you would like to see covered at a conference designed for local advisory council members.

_____ Accessment of local programming needs
_____ Developing relations with diverse community organizations
_____ Workshop in cable technology - present/future
_____ Video production techniques
_____ Basic programming
_____ Cable regulation - local/federal

41. (cont'd)

____ State of cable in Connecticut
____ Role of libraries
____ Public information campaigns
____ Cable system economics
____ Education and government uses
____ Organizing the use of access channels

PLEASE ATTACH ANY COMMENTS OR SUGGESTIONS ABOUT THE TYPE OF MATERIAL YOU WOULD LIKE PRESENTED IN UPCOMING CONFERENCES.

PLEASE COMPLETE BY AUGUST 18th AND RETURN IN THE ENCLOSED PREPAID ENVELOPES.

COMMUNITY ACCESS WORKSHOP #1
"Making Cable Work" Project
Confidential Participant Evaluation
VALLEY CABLE VISION, INC.
80 Great Hill Road, Seymour, Connecticut
SATURDAY, NOVEMBER 22, 1975

* Please put a check on the scale point that corresponds to the best answer to the question.

1) Did you find the Portapak demonstration useful?

1	2	3	4	5
Extremely Useful	Very Useful	Fairly Useful	Little Use	Not Useful At All

2) Did you have previous "hands on" experience with the Portapak?

Yes ☐ No ☐

3) Do you feel that you NOW have enough knowledge of the Portapak to use it to develop tapes for access programming?

1	2	3
Feel Confident of Your Ability to Use Portapak	Know Enough to Handle Portapak	Need More Practice

4) Do you feel that the workshop has improved your ability to become active in the organization of a community access channel?

1	2	3	4
Great Improvement	Some Improvement	Little Improvement	No Improvement At All

5) Are there additional topic areas you would like to have covered in the workshop discussion of community access channels? Please comment.

6) Do you feel that the workshop has improved your ability to become active in the organization of an educational access channel?

1	2	3	4
Great Improvement	Some Improvement	Little Improvement	No Improvement At All

7) Are there any additional topic area you would like to have covered in the workshop discussion of educational access channels? Please comment.

8) How would you rate overall utility of this workshop?

1	2	3	4	5
Extremely Useful	Very Useful	Fairly Useful	Little Use	Not Useful At All

9) Are you a member of a local advisory council? Yes ☐ No ☐

Name of Participant_____ (optional)

Municipality or Council_____ (optional)

Any suggestions on the format for future workshops?

10) Did you attend the September 26th Conference at CPTV? Yes ☐ No ☐

11) How did you learn about the workshop? (check the following)

IPS Newsletter ☐ Franchise Operator ☐
Workshop Mailing ☐
Town Chief Executive ☐
Superintendent of Schools ☐
Town Librarian ☐
Council Chairman ☐

Other (explain)_____

12) Do you plan to attend future workshops in Bridgeport and Meriden?

Yes ☐ No ☐

R. Baukus
11/10/75

WORKSHOP ACCESS WORKSHOP #2

"Making Cable Work" Project

Confidential Workshop Evaluation

University of Bridgeport
Saturday - December 6, 1975

Please put a check on the scale point that corresponds to the best answer to the question.

1. Do you feel that the workshop has improved your ability to become active in the organization of a government access channel?

1	2	3	4
Good Improvement	Some Improvement	Little Improvement	No Improvement At All

2. Do you feel that the examples of government access channels discussed during the workshop were representative of your local needs and problems?

1	2	3	4
Extremely Representative	Very Representative	Fairly Representative	Unrelated To My Local Needs & Problems

3. Are there additional topic areas you would like to have covered in the workshop discussions that you attended on government access channels? Please comment.

4. Did you find the PUCA discussions useful?

1	2	3	4	5
Extremely Useful	Very Useful	Fairly Useful	Little Use	Not Useful At All

5. Were there any additional issues related to the PUCA and the role of the municipalities you would like to have covered in the discussion? Please comment.

6. Do you feel that you NOW have enough awareness of programming and video technology to become active in the development of government access programming?

1	2	3	4
Expert Knowledge	I Feel I Have Adequate Knowledge	I Know Some But Would Like To Know More	I Know Little About The Topics

7. How would you rate the overall utility of this workshop?

1	2	3	4	5
Extremely Useful	Very Useful	Fairly Useful	Little Use	Not Useful At All

8. Are you a member of a Local Advisory Council? Yes ☐ No ☐

Name Of Participant _____ (Optional)

Municipality Or Council _____ (Optional)

9. Did you attend the September 26 Conference at CPTV? Yes ☐ No ☐

10. Did you attend the November 22 Community Access Workshop at Valley Cable Vision? Yes ☐ No ☐

11. How did you learn about the workshop? (check the following:)

IPS Newsletter ☐

Workshop Mailing ☐ Town Chief Executive ☐

Supt. of Schools ☐ Town Librarian ☐

Council Chairman ☐ Franchise Operator ☐

Other (please explain)_____

Do you have any suggestions on the format of future Workshops?

Would you like to serve on the Steering Committee for Workshop #4 in February? Yes ☐ No ☐

NAME_____

TELEPHONE NUMBER _____

WORKSHOP # 3

"Making Cable Work" Project

PARTICIPANT CONFIDENTIAL EVALUATION

CableRAVE
22 Liberty Street
Meriden, Conn.
Thursday, Jan. 29, 1976

1. Did you find the discussion of programming of Channel CableRave useful?

1	2	3	4	5
Extremely Useful	Very Useful	Fairly Useful	Little Use	Not at all Useful

2. Did the discussion of funding sources provide useful information?

1	2	3	4	5
Extremely Useful	Very Useful	Fairly Useful	Little Use	Not at all Useful

3. Do you feel that the workshop has improved your ability to become active in the organization of educational and instructional activities on your local channel?

1	2	3	4	5
Extreme Improvement	Great Improvement	Some Improvement	Little Improvement	No Improvement at all

4. Did the tape of the "Public Use of Public Channel's" Conference at CPTV provide you with helpful information?

1	2	3	4	5
Extremely Helpful	Very Helpful	Fairly Helpful	Little Help	Not helpful at all

5. Did you feel that the "Call-in" from Meriden-Wallingford CATV viewers was successful?

1	2	3	4	5
Extremely Successful	Very Successful	Fairly Successful	Somewhat Successful	Not successful at all

6. Do you think that the "call-in" system could be utilized on your local channel?

☐ yes ☐ no ☐ don't know ☐ I intend to find out

7. How would you rate the overall utility of this workshop?

1	2	3	4	5
Extremely Useful	Very Useful	Fairly Useful	Little Use	Not at all Useful

8. Are you a member of a Local Advisory Council? Yes ☐ No ☐

Name of Participant _____ (optional)

Municipality or Council _____ (optional)

9. Did you attend the September 26 Conference at CPTV? Yes ☐ No ☐

Did you attend the Workshop # 1? Yes ☐ No ☐

Did you attend the Workshop # 2 Yes ☐ No ☐

10. Did you like the format of this workshop? ☐ Yes ☐ No
Please comment.

☐ No reply

11. How did you learn about the workshop? (check the following:)

IPS Newsletter
Workshop Mailing ___
Supt of Schools ___
Council Chairman ___
Town Chief Executive ___
Town Librarian ___
Franchise Operator ___
Other (please explain) _____

R. Baukus
1/10/76

LOCAL ADVISORY COUNCIL QUESTIONNAIRE

ABSOLUTE FREQUENCY AND PERCENTAGE
MODAL ANSWER CLASS RESPONSE IS UNDERLINED N=51

Ques. No.	Yes	Currently Underway	Plan To	Uncertain At This Time	Not Likely (No)	No Response
1.	7 13.7	6 11.8	11 21.6	18 35.3	9 17.6	0 0.0
2.	16 31.4	11 21.6	1 2.0	8 15.7	14 27.5	1 2.0
3.	22 43.1	8 15.7	4 7.8	12 23.5	4 7.8	1 2.0
4.	2 3.9	7 13.7	14 27.5	15 29.4	12 23.5	1 2.0
5.	2 3.9	3 5.9	10 19.6	19 37.3	17 33.3	0 0.0
6.	3 /A 5.9	24 /B 47.1	8 /C 15.7	15 /D 29.4	0 /E 0.0	1 2.0
7.	26 51.0	5 9.8	4 7.8	9 17.6	2 3.9	5 9.8
8.	1 2.0	0 0.0	2 3.9	12 23.5	31 60.8	5 9.8
9.	2 3.9	5 9.8	9 17.6	11 21.6	24 47.1	0 0.0
10.	30 58.8	6 11.8	6 11.8	2 3.9	7 13.7	0 0.0
11.	35 68.6	8 15.7	1 2.0	0 0.0	5 9.8	2 3.9
12.	22. /A 43.1	20 /B 39.2	9 /C 17.6	--	--	0 0.0
13.	15 29.4	5 9.8	9 17.6	9 17.6	12 23.5	1 2.0
14.	4 7.8	1 2.0	3 5.9	15 29.4	27 52.9	1 2.0
15.	16 31.4	3 5.9	9 17.6	6 11.8	16 31.4	1 2.0
16.	6 11.8	1 2.0	1 2.0	8 15.7	34 66.7	1 2.0
17.	38 /A 74.5	7 /B 13.7	1 /C 2.0	2 /D 3.9	--	3 5.9
18.	35 /A 68.6	9 /B 17.6	1 /C 2.0	1 /D 2.0	3 /E 5.9	2 3.9
19.	5 9.8	0 0.0	6 11.8	15 29.4	24 47.1	1 2.0
20.	11 21.6	0 0.0	0 0.0	15 29.4	11 21.6	14 27.5
21.	19 37.3	2 3.9	2 3.9	3 5.9	23 45.1	2 3.9
22.	21 41.2	1 2.0	3 5.9	5 9.8	18 35.3	3 5.9
23.	42 82.4	0 0.0	1 2.0	3 5.9	3 5.9	2 3.9
24.	23 45.1	3 5.9	3 5.9	4 7.8	15 29.4	3 5.9
25.	35 68.6	0 0.0	0 0.0	4 7.8	8 15.7	4 7.8
26.	6 11.8	4 7.8	4 7.8	8 15.7	27 52.9	2 3.9
27.	9 17.6	0 0.0	1 2.0	7 13.7	24 47.1	10 19.6
28.	11	0	0	14	9	16

	21.6	0.0	0.0	27.5	17.6	31.4
29.	1 /A 2.0 | 1 /B 2.0	0 /C 0.0 | 1 /D 2.0	1 /E 2.0 | 5 /F 9.8	14 /G 27.5 | 18 /H 35.3	3/1 | 0 /J 5.9 | 0.0	7 13.7
30.	2 3.9	1 2.0	1 2.0	15 29.4	30 58.8	2 3.9
31.	2 3.9	5 9.8	3 5.9	11 21.6	27 52.9	3 5.9
32.	7 /A 13.7	10 /B 19.6	24 /C 47.1	8 /D 15.7	--	2 3.9
35.	7 /A 13.7	7 /B 13.7	4 /C 7.8	17 /D 33.3	12 /E 23.5	4 7.8
36	2 /A 3.9	11 /B 21.6	15 /C 29.4	21 / D 41.2	--	2 3.9
37.	37 /A 72.5	13 /B 25.5	---	---	---	1 2.0

"MAKING CABLE WORK" PROJECT *

SUMMARY STATEMENT SURVEY OF CABLE TELEVISION LOCAL ADVISORY COUNCILS QUESTIONNAIRE

BY: Robert A. Baukus
Special Research Technician
10/24/75

*This survey was partially financed by a grant from the Commission for Higher Education, State of Connecticut, under Program IMPACT, College Community Service Programs, Title I of the Higher Education Act of 1965.

SUMMARY STATEMENT

"MAKING CABLE WORK" PROJECT

This is a worksheet summary of the local advisory councils in the State of Connecticut. It is intended to provide a sketch of the LAC's behavior based on survey research conducted during August, 1975. The survey instrument was a self-administered mail questionnaire sent to 236 local advisory council members throughout the State of Connecticut. The entire population of members as defined by a listing provided by the Public Utilities Commission was included in the survey. The questionnaire contained forty-one pre-coded questions to which a three to five interval answer scale was applied. The forty-one question items requested the respondents to provide factual and attitudinal about council activities. Also requested were current levels of awareness of issues, knowledge and skills necessary for the accomplishment of council goals.

The following is a list of characteristics and general findings of the survey:

- total mailed Questionnaires	236	100.0%
- total returned answered	51	21.6%
- total returned unanswered	5	2.1%
Total Returned	56	23.7%

-72.5% of the respondents were male, 23.5% were female. 9.0% did not list sex, see Table 1.

-Age was broken down into 9 groupings, each covering a five year span. The model or most frequently occurring category was 40-45 years with 23.5% of all respondents within this group. The second most frequently occurring category was the 50-55 year group - 21.6%, see Table 2.

- In terms of occupation, most of the respondents were in its area of education in its following subgroups: School Administration - 11.7%, College Education - 7.8%, School Educator - 13.7%, Audio Visual Specialist - 9%, and Librarian - 9.8%, see Table 3.

- In terms of self-initiated information seeking activities there appears to be 2 groupings within the council members. The bi-midal distribution indicates that there is a group of active members and a group of inactive members.

- Those active members who have made contact with local information centers are likely to have also contacted local television stations and universities to learn about video production.

- The majority of the respondents had specific knowledge of the local educational needs of the school system that could be supported by cable television. This is consistent with the occupational data that suggests that a large percentage (52.8) of the respondents list their occupation as related to education.

- In terms of information subject areas most members know little about the technology associated with cable television and nothing about the possible technological innovations that could possibly have an application to their local systems future development.

- Most of the respondents have what they consider up-to-date or specific knowledge of CATV regulations on both the state and local level. They are familiar with their local operators franchise provisions and keep track of it in terms of "implementations. But there is little application of this regulation knowledge in terms of related activities. Few LAC members have filed any proposals to the FCC or PUC. Knowledge of CATV regulations is not related to establishing relationships with state and local representatives concerning activities related to cable television.

- Those members who are informed about CATV regulations do not tend to consider themselves expert in the technology involved with cable t.v.

- Those members who are active tend to see their function as keeping track of regulatory aspects of the local operator -- not in programming or technology areas which they have neglected to learn about. They see themselves as maintaining the regulations established within the contract not as an agent of improvement of services.

- The councils have not established the programming needs of their community. Few councils are working with community groups to develop programming; 51% of the respondents indicated that one or less community organizations in their franchise area have actually produced cable programming. This indicates a lack of knowledge, motivation, opportunity and interest on behalf of the community to use cable. The respondents indicate that the councils have not compiled a list of possible programming lists to give community groups an idea of what can be done. Although LAC members feel that there is a amount of interest within their communities for the production of cultural and historic videotapes for cablecasting, little contact has been made with local ethnic and community resource groups to advise them about the use of CATV. The LAC members also indicate that it is not likely that the councils will develop a public information campaign or contact community groups.

- When asked about funding methods to support council related activities the respondent falls into two groups; 45.1% of the members said it was not likely that funding would be obtained, yet 37.9% said some method was currently underway. The councils who have not adopted funding methods have not developed public information campaigns to increase citizen awareness of public access. It appears that lack of funding inhibits council related activities. The survey seems to indicate that the councils see their role as regulatory in nature. They watch over the system to make sure that the franchise specifications are met. They generally do not view their functions as a community information agent with responsibilities to involve the community with the use of the public channels.

- Most of the councils have many members. Most respondents reported their council had 16 to 20 members.

- The respondents indicated that their councils led one or less formal meetings per month.

- Most councils (41.6%) model responses rate their effectiveness as poor.

- The questionnaires that were returned unanswered were usually accompanied with a comment, 2.1% of the returns were unanswered.

The following are typical of the comments on the unanswered questionnaires:

"Only two people appointed and no response from contact with local operator."

"I have had no contact with them (LAC)"

"Town council has not established a local advisory board."

"I have not been able to attend enough meetings."

It may be safe to assume that a number of the samples that did not return anything to MCW had similar reasons.

RB
10/75

LAC SURVEY DEMOGRAPHICS

Table 1

Question 37

/Sex/

Sex	N	%
Male	37	72.5
Female	12	23.5
Not Ilsted	2	4.0
TOTALS	51	100.0

N= 51

Question 38

/Age/

Table 2

Age	N	%
25-30	7	13.7
30-35	4	7.8
35-40	6	11.8
40-45	12	23.5
45-50	6	11.8
50-55	11	21.6
55-60	2	3.9
60-65	2	3.9
65 and over	0	0
Not Ilsted	1	2.0

N= 51

LAC SURVEY DEMOGRAPHICS

Question 39

Occupation	N	&
Public Administration	2	3.9
School Administration	6	11.7
College Educator	4	7.8
School Educator	7	13.7
Audio Visual Specialist	5	9.8
Librarian	5	9.8
Business	9	17.6
Professional	2	3.9
Craftsman	1	1.9
Clergy	3	5.8
Cable Operator	1	1.9
Housewife	1	1.9
Retired	1	1.9
Not Listed	4	7.8
TOTAL	51	100.0

N= 51

LAC SURVEY DEMOGRAPHICS

Question 41 - Please check the following topic areas that you would like to see covered at a conference designed for local advisory council members.

/Topics/ Total responses listed - 4 questionnaires did not answer this.

Order	Absolute Frequency	Topic Area
1	38	Accessment of local programming needs
6	24	Developing relations with diverse community organizations
8	20	Workshop in cable technology - present/future
10	15	Video production techniques
5	27	Basic programming
3	32	Cable regulation - local/federal
12	13	State of cable in Connecticut
9	17	Role of libraries
7	21	Public information campaigns
11	13	Cable system economics
2	34	Education and government uses
4	31	Organizing the use of access channels

"MAKING CABLE WORK" PROJECT EVALUATION REPORT

APPENDIX B

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II.	Table 2, "Extent to Which Respondents, By Specific Workshop Attendance, Evaluated the Overall Utility of the MCW Workshop Series."	32
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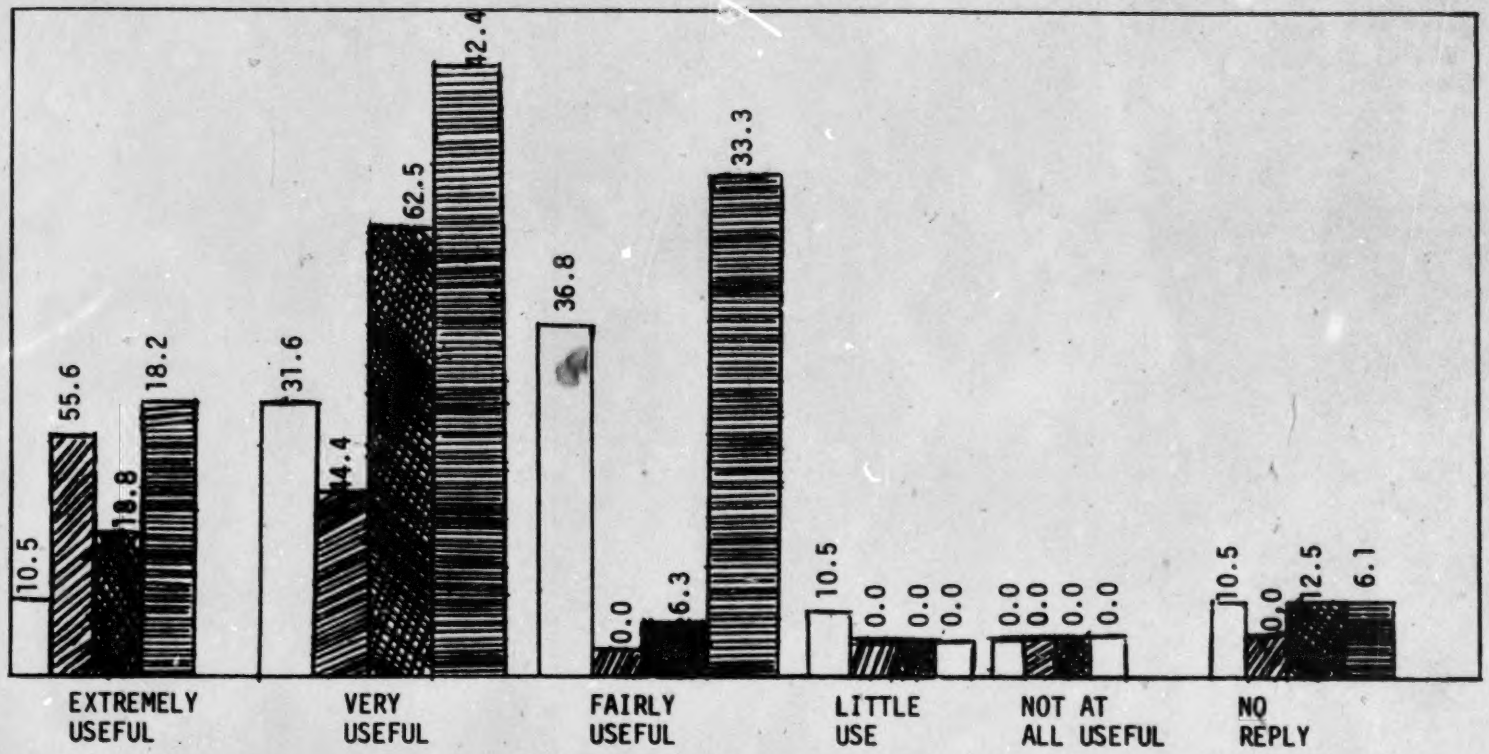
VII.	Table 7, "Contact With Ethnic Resource Groups By Community Awareness of CATV and its Potential."	37
VIII.	Table 8, "Public Information Campaign By Community Awareness of CATV and its Potential."	38

TABLE 1 (ONE)

HOW WOULD YOU RATE THE OVERALL UTILITY OF THIS WORKSHOP?



	N	STD DEV	VARIANCE	MODAL CLASS
Workshop #1	17	1.147	1.316	FAIRLY USEFUL
Workshop #2	9	.527	.278	EXTREMELY USEFUL
Workshop #3	16	.806	.650	VERY USEFUL
FINAL SURVEY	33	.883	.780	VERY USEFUL/ FAIRLY USEFUL

TABLE 2 (TWO)

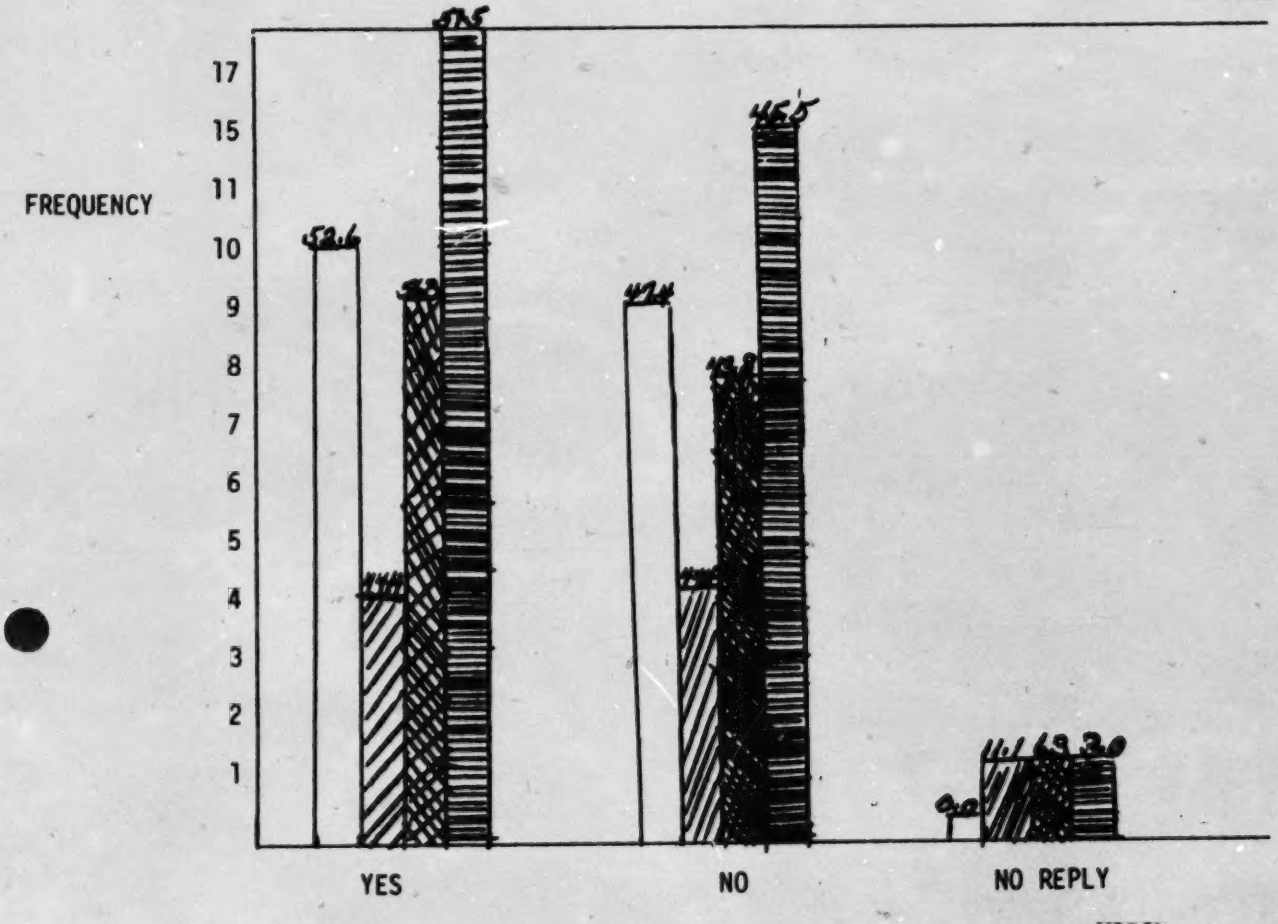
EXTENT TO WHICH RESPONDENTS, BY SPECIFIC WORKSHOP ATTENDANCE, EVALUATED THE OVERALL UTILITY OF THE MCW WORKSHOP SERIES

		PERCENTAGE DISTRIBUTION OF RESPONSES BY RESPONDENTS SPECIFIC WORKSHOP ATTENDANCE			
		ATTENDED WORKSHOP #1	ATTENDED WORKSHOP #2	ATTENDED WORKSHOP #3	ATTENDED WORKSHOP #4
OVERALL EVALUATION OF THE UTILITY OF THE "MCW" WORKSHOP SERIES	Extremely Useful	17.4	19.0	21.7	11.8
	Very Useful	47.8	57.1	47.8	85.7
	Fairly Useful	30.4	23.8	30.4	17.6
	No Response	4.3	0.0	0.0	0.0
	Number of Respondents	17	9	16	33

N = 75

Table 3 (three)

ARE YOU A MEMBER OF A LOCAL ADVISORY COUNCIL?



	N	STD DEV	VARIANCE	MODAL CLASS
Workshop #1	17	.513	.263	Yes
Workshop #2	9	.707	.500	---
Workshop #3	16	.512	.262	Yes
FINAL SURVEY	33	.933	.871	Yes

TABLE 4 (FOUR)

DISSEMINATION OF LEARNED INFORMATION BY
PERCEPTION OF WORKSHOP UTILITY

		PERCENTAGE DISTRIBUTION OF RESPONDENTS' OVERALL EVALUATION OF UTILITY OF MCW WORKSHOP SERIES			
		EXTREMELY USEFUL	VERY USEFUL	FAIRLY USEFUL	NO RESPONSE
DISSEMINATION OF INFORMATION LEARNED AT MCW FUNCTIONS TO MEMBERS WHO DID NOT ATTEND	Always	50.0	21.4	18.2	0.0
	Usually	33.3	42.9	27.3	0.0
	Sometimes	0.0	14.3	18.2	0.0
	Never	0.0	7.1	27.3	0.0
	No Response	16.7	14.3	9.1	100.0
	Number of Respondents	6	14	11	2

N = 33

TABLE 5 (FIVE)

COUNCIL SIZE BY COUNCIL SELF PERCEPTION OF EFFECTIVENESS

		PERCENTAGE DISTRIBUTION OF RESPONDENTS' RATING OF THEIR OWN ADVISORY COUNCIL EFFECTIVENESS				
		VERY GOOD	GOOD	FAIR	POOR	NO RESPONSE
APPOINTED NUMBER OF ADVISORY COUNCIL MEMBERS	5 or less	50.0	0.0	0.0	9.1	0.0
	6-10	50.0	25.0	20.0	18.2	0.0
	11-15	0.0	0.0	0.0	9.1	0.0
	16-20	0.0	37.5	40.0	18.2	0.0
	21 or more	0.0	37.5	40.0	27.3	0.0
	Number of Respondents	2	8	5	11	7

N = 33

TABLE 6 (SIX)

RESPONDENTS' PERCEPTION OF OWN COUNCIL'S EFFECTIVENESS

BY COUNCIL MEMBERSHIP

		PERCENTAGE DISTRIBUTION OF RESPONDENTS' RATING OF THEIR ADVISORY COUNCIL EFFECTIVENESS				
		VERY GOOD	GOOD	FAIR	POOR	NO RESPONSE
ARE YOU A MEMBER OF A LOCAL ADVISORY COUNCIL?	Yes	50.0	75.0	80.0	54.5	0.0
	No	50.0	12.5	20.0	45.5	100.0
	No Response	0.0	12.5	0.0	0.0	0.0
	Number of Respondents	2	8	5	11	7

N = 33

TABLE 7 (SEVEN)

CONTACT WITH ETHNIC RESOURCE GROUPS BY COMMUNITY AWARENESS OF CATV AND ITS POTENTIAL

		PERCENTAGE DISTRIBUTION OF RESPONDENTS' RATING OF IMPROVEMENT OF COMMUNITY AWARENESS OF LAC DUE TO MCW PROJECT					
		GREAT IMPROVEMENT	SOME IMPROVEMENT	LITTLE IMPROVEMENT	NO IMPROVEMENT	UNCERTAIN	NO RESPONSE
CONTACT WITH LOCAL ETHNIC RESOURCE GROUPS	Great Improvement	33.3	0.0	0.0	0.0	0.0	0.0
	Little Improvement	0.0	25.0	0.0	0.0	0.0	0.0
	No Improvement	33.3	37.5	100.0	0.0	0.0	0.0
	Uncertain	0.0	12.5	0.0	33.3	100.0	0.0
	No Response	33.3	25.0	0.0	66.7	0.0	100.0
	Number of Respondents	3	8	5	3	3	11

N = 33

TABLE 8 (EIGHT)

PUBLIC INFORMATION CAMPAIGN BY COMMUNITY AWARENESS OF CATV AND ITS POTENTIAL

		PERCENTAGE DISTRIBUTION OF RESPONDENTS' RATING IMPROVEMENT OF COMMUNITY AWARENESS OF LAC DUE TO MCW PROJECT					
		GREAT IMPROVEMENT	SOME IMPROVEMENT	LITTLE IMPROVEMENT	NO IMPROVEMENT	UNCERTAIN	NO RESPONSE
COMMUNITY AWARENESS OF CATV AND ITS POTENTIAL	Great Improvement	100.0	0.0	0.0	20.0	0.0	7.1
	Some Improvement	0.0	50.0	40.0	20.0	25.0	14.3
	Little Improvement	0.0	0.0	60.0	40.0	0.0	0.0
	No Improvement	0.0	25.0	0.0	20.0	0.0	7.1
	Uncertain	0.0	0.0	0.0	0.0	75.0	0.0
	No Response	0.0	25.0	0.0	0.0	0.0	71.4
	Number of Respondents	1	4	5	5	4	14

N = 33